

TITLE: CHILD WELFARE MANUAL  
SECTION 6: RESOURCE DEVELOPMENT  
CHAPTER 1: RECRUITMENT OF RESOURCE FAMILIES  
ATTACHMENT E: MEDIA PROFILE  
EFFECTIVE DATE: August 9, 2004  
PAGE: 1

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The following outline is to be followed when preparing a child's profile to be used in a variety of public recruitment efforts such as on Internet photo-listing websites, newspaper articles, at adoption matching parties or via inter-office emails.

Supervisors are to review any profiles going into the media, where they will be displayed for a general public view. Supervisors should utilize the Media Profile Checklist (CD-AEM-7) as a tool in their review.

1. Please follow the Media Profile Outline provided below. This profile may also be attached to the CD-AEM-8 and The Adoption Exchange forms.

Purpose Statement (to be used at the beginning):

The purpose of the information provided below is to briefly introduce you to the child (ren) for whom our agency is recruiting an adoptive placement."

Information to Include in the profile:

- At the top of the profile, list separately, Child's first name, date of birth (mo/yr), race and gender. Can add grade in school if necessary
- Within the narrative, be creative, energetic, use descriptive words (see list of descriptive adjectives following this outline.)
- Use an attention-getting phrase to begin the narrative and draw readers in.
- Include likes, hobbies, interests, what they want (family, life, goals, pets, church)
- Describe the child's personality.
- School – information about the child's educational accomplishments or needs.
- Special issues – contact with siblings, family or past placement providers.
- Positive quotes from the child caregiver (don't refer to the "residential" caregiver)
- Quotes from the child describing themselves (i.e. Favorite thing about themselves, etc.)
- Serious medical diagnosis and treatment involved.
- A description of the child's need for a family with particular skills or family configuration (don't limit to a two-parent family if that is not necessary.
- Legal Status
- Add the date updated/completed at the bottom of profile.
- The profile needs to be at least three paragraphs, and 120-150 words. NO more than 1 – 1 ½ pages in length.

Ending Statement (to be used at the end):

"For more detailed information about **(child's name)** contact **(worker name and phone)**."

**Do Not Include:**

- Identifying information within the narrative(i.e., child's last name, school's name, city where child resides, parent's names, date and reason the child is in care, and history of abuse/neglect (any significant information may be included in the confidential narrative section).
- Details about failed past placements (any significant information may be included in the confidential narrative section).
- Anything that might be embarrassing to the child. Ask yourself, "Would I feel comfortable showing this to the child, and would it make them uncomfortable?"
- Date of births, age or grades in school as a part of the narrative. The child's age is automatically updated on the Internet web-site.

**Sample Profile:**

Lisa  
03-93  
Caucasian

*The purpose of the information provided below is to briefly introduce you to the child (ren) for whom our agency is recruiting an adoptive placement*

*Lisa is a cute and spunky dark-haired girl who is well-liked by her peers, enjoys extra-curricular activities at school and swims on the local swim team. Lisa really enjoys watching T.V. in her spare time, although she has many other interests as well, such as art projects, music, dancing and theatre. Lisa attends church regularly and is very involved in the activities offered by her church.*

*At school, Lisa makes above average grades and her teachers report that she is a joy to have in class. She has many friends, and her friends describe her as a person who does not take sides when friends are feuding. She is on the Student Council and is also a Safety Patrol worker. Lisa recently sang a solo in her school musical.*

*Lisa has a brother with whom she would like to maintain contact. The best family for Lisa would be one who is affectionate, builds her self esteem, allows her to stay in contact with her brother, and supports her interests so that she can grow up to be the best person she can be.*

*Lisa has no health issues, and is legally free for adoption.*

*For more detailed information about Lisa, contact Suzy Social Worker at 555-5555.*

*Updated: 00/00*

**Descriptive Adjectives:**

Below, is a list of descriptive words obtained from the AdoptUSKids web site that may be used in writing a profile. For more profile writing tips, go to <http://www.AdoptUSKids.org>, sign-in, and click on "learn how" under the "Guidelines" section on "My Page".

Accomplished  
Active

Creative  
Curious

Humorous  
Imaginative

Personable  
Playful

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Affectionate	Delightful	Indefatigable	Pleasant
Alert	Dependable	Independent	Poetic
Ambitious	Determined	Innovative	Popular
Amicable	Diligent	Inquisitive	Positive
Amusing	Directed	Intelligent	Practical
Animated	Dramatic	Interesting	Precious
Appealing	Dynamic	Introspective	Precocious
Articulate	Eager	Jovial	Protective
Artistic	Earnest	Joyful	Rambunctious
Athletic	Easygoing	Kind	Reliable
Aware	Endearing	Likeable	Religious
Bashful	Energetic	Lively	Resilient
Bold	Engaging	Lovable	Resourceful
Bouncy	Entertaining	Loving	Respectful
Bright	Enthusiastic	Loyal	Self-confident
Bubbly	Expressive	Mannerly	Sincere
Busy	Extraordinary	Mature	Skillful
Calm	Extroverted	Merry	Sociable
Captivating	Exuberant	Mild	Spirited
Careful	Fascinating	Mischievous	Spiritual
Cautious	Focused	Musical	Spunky
Centered	Friendly	Neat	Thoughtful
Charismatic	Fun	Obedient	Tireless
Charming	Funny	Optimistic	Trusting
Cheerful	Generous	Orderly	Trustworthy
Clever	Gentle	Organized	Typical
Comical	Gifted	Outgoing	Upbeat
Compassionate	Healthy	Outspoken	Vivacious
Confident	Genuine	Patient	Warm
Connected	Hilarious	Peaceful	Well-behaved
Conscientious	Honest	Perfectionistic	Whimsical
Considerate	Hopeful	Persistent	Witty

MEMORANDUM HISTORY: CD04-73